

MARKETING PRIVACY NOTICE

Processing of Personal Data of Maccaferri Software Suite's Users

Pursuant to Articles 13 of EU Regulation 679/2016 ("GDPR"), this Privacy Policy concerns the processing of users' personal data collected and stored in Maccaferri Software Suite ("Platform") to provide you a better customer experience and ensure that the marketing material we send to you reflects your personal preferences. In this Marketing Privacy Notice, we explain how we use personal data for marketing purposes. We inform you that your consent for marketing purposes is required to use the platform.

This privacy notice supplements the other notices and is not intended to override them.

1. DATA CONTROLLER

Officine Maccaferri S.p.A.
Via Kennedy 10 - 40069 Zola Predosa, Bologna (BO)
Tel.: +39 051 6436 000
E-mail: info.hq@maccaferri.com

2. PURPOSES OF PROCESSING

a) For marketing purposes

We inform you that Platform process your data:

- Name;
- Surname;
- Email;
- geographic location and company;
- products selected and your technical project

The goal is profiling the user for the subsequent sending marketing mail to support you for the project implementation with our products. We use profiling in order to improve our marketing activity and to better respond to your needs. This data processing activity relates the data collected during your registration and your professional experience on Platform and allows Data Controller to create your own commercial and behavioural profile on the Platform, in compliance with data protection law and applicable marketing legislation.

i. Data storage period

Data Controller stores your personal data for marketing purposes, from the date on which you gave your consent until your Platform recording is active in accordance with the privacy policy.

The privacy policy is available at any time under the personal area after login in the Platform.

3. RECIPIENTS OF THE DATA

If it is necessary, we share your personal data to company of the Maccaferri Group closer to the project implementation's area, to send you Marketing email and to give you support for the implementation of your project. Any companies of Maccaferri Group that received your data guarantees the respect of the present Marketing Privacy Notice, the respect of the agreement signed with the Data Controller and the local privacy legislation.

In addition, personal data may be communicated to parties acting as data controllers (such as supervisory bodies and authorities and public organisations authorised to request data) or processed on behalf of the Data Controller by parties appointed as data processors, who are provided with suitable operating instructions. These parties include the following categories:

- Companies belonging to the Maccaferri Group for administrative and accounting purposes (e.g. purposes connected with internal, administrative, financial and accounting activities);
- natural and/or legal persons providing different services to the Company (e.g. suppliers of services for the management of the Website, such as system outsourcers, companies that provide connectivity services to the Internet, etc.). Such parties may also work as data processors;

- parties and/or public and private entities the data will be communicated to for the purposes of fulfilling or enforcing the fulfilment of specific obligations provided for by laws, regulations and EU legislation. These subjects will operate as autonomous Data Controllers or data processors.

4. TRANSFER OF PERSONAL DATA TO COUNTRIES OUTSIDE THE EUROPEAN UNION

The data may be transferred to non-EU Countries, in particular to:

- a) Extra UE Countries whose data protection level is deemed adequate by the European Commission in accordance with article 45 of the GDPR;
- b) Extra UE Countries other than those referred to in the preceding paragraph a), after signing Standard Contractual Clauses adopted/approved by the European Commission in accordance with article 46, 2, letters c) and d) of the GDPR.

A copy of the above-mentioned safeguards can be obtained sending a specific request to the Data Controller, according to the modalities specified in the following paragraph “Data Subject’s rights – Complaints to the Supervisory Authorities”.

5. SECURITY OF PERSONAL DATA

Your personal data will be processed through automated systems.

Data Controller is committed to protecting the security of your personal data. In accordance to Article 32, paragraph 1, of GDPR, Data Controller implements all the technical and organisational measures to ensure a level of security appropriate to the risk.

6. DATA SUBJECT’S RIGHTS - COMPLAINTS TO THE SUPERVISORY AUTHORITIES

In certain circumstances and according to certain conditions, and except in the case of the exceptions established by applicable law, you are entitled to:

- Request access to your personal data: this right entitles you to know if we possess your personal data and, if so, to obtain information about the data we hold and a copy of said data.
- Request the correction of your personal data: this right allows you to correct your personal data in the case of inaccuracies or omissions.
- Oppose the processing of your personal data: this right authorises you to request that your personal data is no longer processed.
- Request the deletion of your personal data: this right entitles you to request the deletion of your personal data, including in the case that the data is no longer necessary to the intended purposes.
- Request the limitation of the processing of your personal data: this right entitles you to request that your data is only processed in certain circumstances and with your express consent.
- Request the portability of your personal data: this right entitles you to receive a copy (in a structured and commonly used electronic format) of your personal data or request the transmission of such data to another data controller.

With regard to deceased data subjects, pursuant to Article 2 terdecies of Italian Legislative Decree no. 101/2018, the aforementioned rights may be exercised by anyone with a personal interest or otherwise acting in the interests of the data subject as the agent of the same, or for family reasons worthy of protection.

For any questions regarding the processing of your personal data, please contact Privacy@maccaferri.it.

In the event that, despite our commitment and efforts to protect your personal data, you believe that your rights to the protection of your personal data have been infringed, please contact Privacy@maccaferri.it and we will attempt to resolve any query. This does not affect your right to make a direct complaint to the competent supervisory Authorities

or to take legal action before a competent court (in the country in which you live or work or the country in which you believe your rights have been infringed).